

POWER OF ATTORNEY OR AUTHORIZATION OF AGENT

Electronic Version v05

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Title of Invention

SYSTEMS, METHODS, AND DEVICES FOR
SELLING TRANSACTION ACCOUNTS

First Named Applicant : Rachel Heitz
Attorney Docket Number : 60655.4200

I hereby appoint the registered practitioner(s) at Customer Number:

20322



as attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

I am the Applicant/Inventor.

Full Name of Applicant of Record:

Stephen P. Norman

Signature: /SPN

Date: 2004-01-08

Applicant(s): Heitz et al. Attorney Docket No.: 60655.4200
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TITLE: SYSTEMS, METHODS, AND Confirmation No.: TBA
DEVICES FOR SELLING
TRANSACTION ACCOUNTS

POWER OF ATTORNEY BY ASSIGNEE

AND CERTIFICATE UNDER 37 CFR 3.73(b)

AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC. (hereinafter "Assignee"), a corporation having a place of business at General Counsel's Office, American Express Tower, World Financial Center, New York, New York 10285-4900, certifies that to the best of Assignee's knowledge and belief, it is the assignee of the entire right, title, and interest in and to the above-captioned United States patent application and represents that the undersigned is a representative authorized and empowered to sign on behalf of the Assignee.

Ownership of the above-identified patent application is established by virtue of the following documentary evidence that has been reviewed by the undersigned:

An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

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SNELL & WILMER L.L.P.
One Arizona Center
400 East Van Buren
Phoenix, Arizona 85004-2202
Tel. (602) 382-6000
Fax (602) 382-6070;

and the registered attorneys associated with Snell & Wilmer's Customer Number 020322.

Please send all further correspondence to Snell & Wilmer L.L.P. at the above address.

By: 
Stephen P. Norman

Title: Secretary

Date: JAN 8, 2004